

**AGMARDT**

FUTURE SHAPERS

MARKET INSIGHT INVESTMENT  
GUIDELINES

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## OBJECTIVE

The objective of this programme is to encourage New Zealand agribusinesses to integrate with customers in the international marketplace.

The future of New Zealand agribusiness needs to be based on companies being forward integrated into customer markets. The Market Insight Investment is designed to support businesses and industry groups to gain a deeper understanding of their markets and identify and exploit potential opportunities.

AGMARDT Market Insight Investments provide an opportunity for any successful applicants to:

1. Gain consumer insight and understanding of a specific international marketplace;
2. Foster deeper relationships with their customers;
3. Target potential collaborative international partners and international alliances in key markets; and
4. Develop understanding and capability of the global marketplace and global trends.

## FUNDING LEVELS

AGMARDT Market Insight Investments are available from \$50,000 up to \$400,000 (incl. of GST\*). There is a requirement that successful applicants will provide matching cash funding on a dollar-for-dollar basis (i.e. 50%).

Trustees may, at their discretion, accept applications outside of the funding range, vary the requirement for match funding and reserve the right to allocate smaller amounts than originally requested by the applicant.

*\*Please note that AGMARDT is a "public authority" as defined in Section 2 of the Goods and Services Tax Act and is therefore an "instrument of the Crown". Under the Act [Section 5 (6D)] any grants allocated by a public authority are deemed to be GST inclusive and received in the course of the recipient's taxable activity.*

## PRINCIPLES

Applications will be assessed against the following criteria:

- The project must align with AGMARDT's strategic objectives ([www.agmardt.org.nz](http://www.agmardt.org.nz)) and demonstrate how it will contribute to accelerating change within the food and fibres sector of New Zealand.
- The applicant must be one or more businesses, or a representative of an established industry group, operating in New Zealand agricultural, horticultural or forestry sectors;
- The project must demonstrate collaboration with others (i.e. there is more than one group or sector involved)
- The applicant must be committed to, where possible, retaining the value and benefits arising from the project within New Zealand.
- The project generates shared learnings for wider food and fibres benefit.

## ELIGIBLE PROJECTS

Market Insight Investment applications are eligible for consideration by AGMARDT in the following areas:

- Consumer and Market Insight - AGMARDT will consider funding assistance for businesses, or established industry groups, to undertake market research and consumer insight activities within specific international markets.
- Establishing Collaborative Relationships - AGMARDT will consider providing funding for businesses or industry groups to enable them to explore the prospect of developing collaborative relationships that are beneficial to the agribusiness community in New Zealand.

## INELIGIBLE ACTIVITIES

Some activities are not funded by this programme. The following list is a guide to the types of project related activities or costs the programme does not cover. The Trustees have the right to exclude other costs if they believe appropriate. The programme does not cover costs relating to:

- 'Business as usual' expenses, including:
  - overheads incurred in the course of normal business/industry;
  - activities that are already happening in business/industry;
  - capital expenditure;
- Web based product/services are regarded as capital expenditure;
- Expenses the business/industry would incur anyway if you did not get funding under this programme;
- Costs that are not directly related to the project;
- Retrospective funding - costs incurred before the project is approved
- Costs that are not in cash, including:
  - contra, transfer, and internal invoices and payments; and
  - barter or in-kind payments;
- Services supplied by anyone with a personal or financial interest in the entity and/or group, such as any immediate family of the applicant or shareholders of the applicant company, unless otherwise agreed by the Trustees;
- Duplication of funding assistance, or potentially supported by other agencies unless expressly agreed to by the Trustees. The applicant acknowledges that it must disclose to AGMARDT all such third-party funding (both when applied for and, if appropriate, when such funding is granted);
- Duplication of work proposed in the project (i.e. the same project has recently been completed by the applicant group or another party).

## APPLICATION PROCESS

Applications received via the online portal (<http://applications.agmardt.org.nz/>) will be considered by the AGMARDT Board of Trustees and advisors where appropriate.

## MANAGEMENT AND GOVERNANCE OF PROJECT

The application form does require formal structure are established differentiating between projects

The Trustees will consider the makeup and capability of the Group in being able to deliver on the objectives and project plan of the project. Where the applicant is an industry body, a sub-committee of active members must be established to oversee the project.

The Project Manager for the project must be different from the applicant's Financial Officer and the applicant's Financial Officer must be part of, and remain directly involved in, the management structure for the project.

## PROJECT COST UNDER \$100,000

For projects with anticipated aggregate expenditure **under \$100,000**, the successful applicant must implement, and must maintain for the duration of the project, appropriate processes in place to critically assess outcomes and financial performance including:

- Assessing the outcomes against the project plan, key performance measures and milestones to ensure that these have been satisfactorily completed;
- The financial performance of the project against approved budget.

Successful applicants will need to be able to demonstrate that they have established and maintained good processes throughout the life of the project as they may be subject to independent audit by an auditor of AGMARDT's choosing.

## PROJECT COST OVER \$100,000

For projects with anticipated aggregate expenditure of **over \$100,000**, successful applicants must implement, and must maintain for the duration of the project, a formal structure to provide oversight of the processes in place that are consistent with good governance for the project, including:

- Providing oversight of the management of the project;
- Assessing the outcomes against the project plan, key performance measures and milestones to ensure that these have been satisfactorily completed;
- Monitoring and signing off the finances of the project against the agreed budget;
- Providing direction during the project if need be; and
- Considering the next stage of the project.

Should a Governance Board/Group be established for the project, this Board/Group is to meet at least three times per annum over the duration of the project. The Final Report will also need to have been signed off by the Governance Board/Group before being presented to the AGMARDT Board of Trustees.

## REPORTING

Successful applicants must comply with all the reporting requirements. The AGMARDT Board of Trustees views all reports provided. Please ensure the reports are understandable to a layperson. Note that a highly technical report is acceptable for specialist review but it must be accompanied by the AGMARDT final report found in the [Resources tab](#) on the website <http://applications.agmardt.org.nz/>.

## PROGRESS REPORT

Progress reports are required to allow the Trustees to stay informed on the progress of the project and how it is tracking against the milestones set in the original application.

Quarterly progress reports are required when progress payments are submitted. A progress report template has been created and can be found in the [Resources tab](#) on the application portal (<http://applications.agmardt.org.nz/>).

A progress report must include the following:

- Project title, group name, grant number, grant amount and reporting period;
- Overall Progress – this is a milestone summary table which outlines progress of the milestones and how these are tracking against the original application;
- Variations to Milestones – provide detail of any variations to milestones and explanation for the change in focus or timing;
- Progress this Period - outline and describe activities and progress against milestones over the reporting period;
- Project summary – provide a concise executive summary of the project to date;
- Summary of progress of project – using bullet points describe the main progress of the project and where any issues have arisen; and
- Next Period – Proposed Activities – detail the key activities planned in the next reporting period,
- Analysis of the actual project expenses compared against the project budget set out in the application.

## FINAL REPORT

The purpose of the final report is to bring together the results of the project reported against the original objectives and KPIs of the project, it should demonstrate the benefits to New Zealand and provide information about the future of the project.

A final report template has been created and can be found in the [Resources tab](#) on the application portal (<http://applications.agmardt.org.nz/>).

**Please note:** If your report contains commercially sensitive information, please discuss with AGMARDT and supply a summary report which can be made publicly available.

The final report must include:

- Project title, group name, grant number and grant amount;
- Executive summary – a concise summary of the project explaining what the objectives of the project were, what was achieved and what made the project a success;
- Summary of project – Using bullet points describe the main outcomes of the project;
- Impact of the project – what is the impact of the project on the food & fibres sector in New Zealand and demonstrate the guiding principles of AGMARDT’s strategic Priorities as outlined in the original application;
- Report on how the project enabled the applicant to develop a deeper understanding of their market(s) and how they identified and exploited potential opportunities to integrate closer with their customer(s);
- Report on how the project enabled the applicant to:
  - transform a business or industry;
  - speed up innovation and respond quickly to opportunities arising from the marketplace; and
  - facilitated linkages between innovative New Zealand researchers, producers, processors and marketers.
- Report on the “next steps” or “future aspirations” resulting from the success of this project, for the next 6 to 12 months and beyond;
- Milestone reporting - Detail results achieved against the milestones set out in the original application;
- KPI reporting - Report against the Key Performance Measures (KPIs) as outlined in the grant application;
- Identify all additional achievements and/or provide additional comment; and
- A summary of total income and expenditure of the project compared with the original budget.

## PAYMENTS

The Applicant Group must have its own bank account with duly authorised signatories appointed by the group. Invoices are to be made out to AGMARDT and in the name of the Applicant Group. All payments must be applied solely and exclusively for the project AGMARDT has funded.

Each claim for payment must include:

- An IRD approved tax invoice.
- AGMARDT [Claim Certificate](#) ([Resources tab](#) on the online portal <http://applications.agmardt.org.nz/>) to be signed by the Project Manager and Financial Officer to confirm the expenditure is in accordance with the approved budget.
- A progress or final report

## PROGRESS PAYMENTS

All progress payments which meet the requirements of the grant are made 20th of the following month.

## FINAL PAYMENTS

Final payments are withheld until they are approved by the Trustees at the next Trustee meeting. This date will be communicated to you on receipt of the final report.

If the actual total costs for the project comes to less than the maximum amount of the grant, the final claim must be adjusted as AGMARDT will only reimburse actual expenditure incurred.

The final claim must therefore be supported by a full analysis of all costs for the project, as compared to the original budget, and the successful applicant must respond promptly to any queries that AGMARDT might have when considering the final report and accompanying costs analysis.

On approval of the final report and compliance with the requirements of the grant payment will be made 20<sup>th</sup> of the following month.

## TERMS AND CONDITIONS

### DISSEMINATION/COMMERCIAL SENSITIVITY

As a not-for-profit charitable trust, AGMARDT usually makes the information arising from its grants publicly available.

Unless otherwise agreed to by AGMARDT and the applicant, AGMARDT may publish a summary of the aims of the project, and or the final report. Should the project be identified as commercially sensitive, AGMARDT and the applicant will discuss and agree on the information to be made publicly available having regard to AGMARDT's policy obligations.

Successful applicants must not make any public statement or issue any press release or other publicity relating to this Funding Agreement, without the prior written approval of AGMARDT as to the form and content of such statement.

### CONFIDENTIALITY

Advisors' and referees' comments are confidential to AGMARDT.

### INTELLECTUAL PROPERTY

AGMARDT does not normally take ownership and/or management of intellectual property. It does, however, reserve the right to take a financial interest in intellectual property should this be agreeable to both the applicant and AGMARDT.

### LATE APPLICATIONS

Project requests received after close-off dates will be held over for consideration. Applications may be considered throughout the year at the discretion of the General Manager.

### DECLINED APPLICATIONS

It is AGMARDT's policy not to provide reasons why applications are declined.

### RESUBMISSION OF DECLINED APPLICATIONS

Where a project has been declined, the applicant may resubmit after 12 months providing the project has been modified/updated.

### GRANT WITHDRAWALS

A grant may be withdrawn at the sole discretion of the Trustees where:

- Reports have not been provided or have not been provided in a timely manner;
- Supporting information around expenses incurred or co-funding have not been provided or have not been provided in a timely manner;
- No part of the funding has been uplifted within one year of the grant being approved;
- There has been no response to AGMARDT's correspondence on the project;
- No satisfactory progress has been made;
- The Applicant/Group goes into liquidation or receivership or ceases to operate; or
- There has been unauthorised variation to the project or budget.

### CHANGE OF KEY PERSONNEL

Applicants must inform AGMARDT of any change in key personnel working on the project being funded.

### INDEPENDENT AUDIT

For financial performance and management of the project, the Trustees reserve the right to ask for an independent audit by an auditor of AGMARDT's choosing. The Trustees may, through AGMARDT's advisors, or if required AGMARDT appointed specialists, undertake a review of the work in progress and eventual outcomes.